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THE DEVELOPMENT OF THE MONTHLY MAGAZINE
IN THE UNITED STATES.

by
Edward Corrigan

THESIS
for
DEGREE OF BACHELOR OF ARTS
in
ECONOMICS

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College of Literature and Arts
UNIVERSITY OF ILLINOIS.
Presented June 1906.

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UNIVERSITY OF ILLINOIS

June 1, 1906.

THIS IS TO CERTIFY THAT THE THESIS PREPARED UNDER MY SUPERVISION BY

EDWARD CORRIGAN

ENTITLED THE DEVELOPMENT OF THE MONTHLY MAGAZINE IN THE
UNITED STATES

IS APPROVED BY ME AS FULFILLING THIS PART OF THE REQUIREMENTS FOR THE DEGREE
OF BACHELOR OF ARTS in the COLLEGE OF LITERATURE AND ARTS.

David Kinley N.A.M.

HEAD OF DEPARTMENT OF ECONOMICS.



THE DEVELOPMENT OF THE MONTHLY MAGAZINE
IN THE UNITED STATES.

Introduction.

The purpose of this thesis is to make a general study of the monthly magazine in the United States. The writer feels at the beginning that the attempt will not add much to the general knowledge of the subject, but hopes that the facts set forth and correlated in this paper will serve to increase his own knowledge of the monthly magazine, and may also give something of a history of magazine publishing which it is believed is not brought out in any one paper.

SOURCES OF MATERIAL.

The sources of material for this thesis have been somewhat limited. Briefly stated they are as follows:

- (1) The bound volumes of magazines in the Library of the University of Illinois.
- (2) Letters and circulars from the publishers of different monthly magazines.

The material taken from the first source, the bound volumes, was obtained in two ways. One was by reading articles in the magazines in which the history and development of magazine publishing was discussed, and the other was by comparing different issues of the magazines from the first numbers down to the present time.

The letters and circulars from the publishers were not



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as valuable as it was hoped they would be. The reason for this is that the material that would be suitable for this work is not in an accessible form. For instance, few magazines have records showing the growth in circulation, and none have records showing the change in advertising rates. Both of these points would be very valuable in working out the development of a publication. Other similar points asked for, would, as the publishers stated, take an immense amount of time to look up, and this could not be expected of a busy firm.

GENERAL OUTLINE.

- (1) Statement of the magazines studied.
- (2) Short history of each magazine studied.
- (3) Classification of the magazines studied.
- (4) General survey of American magazines.
- (5) Magazine illustration.
- (6) Magazine stories.
- (7) Magazine advertising.

STATEMENT OF THE MAGAZINES STUDIED.

The magazines studied in the preparation of this thesis were five in number, namely, The North American Review, The Atlantic Monthly, Scribners' Magazine, Harpers' Monthly Magazine, and McClures' Magazine. These were selected as types of the various magazines published in the United States. The Library of the University of Illinois contains bound volumes of all of these from the first issue down to the present time.

THE NORTH AMERICAN REVIEW.

The North American Review is the oldest magazine in the United States. It was founded in 1815, and is the descendant of the Monthly Anthology which was begun about 1800. This magazine was started in much the same manner as the old English magazines were established. It was first published by a group of men known as the Anthology Club of which the father of Ralph Waldo Emerson was a member. The members of this club all agreed to write for the publication, and also to contribute to its financial support. This soon became distasteful, and the magazine was discontinued. This was an opening, however, and later one of the members of the Anthology Club, William Tudor, established the North American Review.

This magazine must be classed by itself among American magazines as it is essentially a review. Under Mr. Tudor and his immediate successors, Willard Phillips, E.T. Channing, and Richard Dana, the elder, the Review offered to its readers a more critical treatment of literature than had ever before been attempted in America, and the best interests of the country at large were kept constantly in view. Although distinctly a review, some of our best American literature appeared in it. In 1817 William Cullen Bryant published his poem "Thanatopsis" in this magazine. Other American authors contributed, yet the general tone of the magazine was English and European.

From 1820 until 1823 the magazine was controlled by Edward Everett, and since then it has been a medium through which public questions have been discussed. Mr. Everett gave it a distinct national character which it has always retained. During the period from 1836 to 1861 the magazine was edited by Dr. John G. Palfrey,

Professor Francis Bowen, and Dr. A. P. Peabody under whom the policy of the magazine was slightly changed. The political and public side became less important, and the literary side was more highly developed. Consequently, the Review reached a higher literary stage than it had ever before attained. In 1862 the Review came under the editorship of James Russell Lowell and Charles Eliot Norton. Their purpose was to make the political and public side of the magazine the predominant one, and for this purpose called to their aid representative men from all parts of the country, and were also strong contributors themselves. The same general principles were kept up by the publishers of the Review until 1877. At that time Mr. Allen Thorndyke Rice inaugurated a general change in the publication. Up to this time the contributions were from American writers alone, but Mr. Rice determined to broaden the general scope of the work by securing contributors from all parts of the world. The result was that such men as Cardinal Manning, Gladstone, and Carlyle became regular contributors. In 1879 the Review became a monthly periodical a form which it has since retained.

THE ATLANTIC MONTHLY.

The Atlantic Monthly occupies a distinct and separate place among American magazines. It is the one magazine that has stood unwaveringly for the literary idea in American publications. The reason for this is found in its origin. It was founded in 1857 by a group of literary men among whom were Longfellow, Whittier, Emerson, Holmes, and others of great literary ability. These men gave to the magazine such an impetus along this line that this distinction has always remained with it.

"It was not as a mere publishing enterprise, but as an



institution that they regarded it. Nearly all the American magazines which were then in existence have perished and those that have survived have radically changed their nature. Holding fast to the faith of its founders, that Literature is one of the most serious concerns of men, and that the highest service to our national life is the encouragement and production of literature, the Atlantic has never had an owner or editor who was tempted to change its steadfast course by reason of any change in fashion. "

(Atlantic Monthly, 76:246)

The first scientific articles published by the Atlantic was in 1862. At this time a series of papers by Agassiz was begun, and continued at intervals until 1874.

The fact that Lowell was editor committed the magazine to a high stand in politics as well as literature . There was ample room for political participation, since the questions of slavery and states rights were uppermost in everyones mind. The Atlantic took an unwavering stand on the side of the abolitionists and stood for the perpetuation of the Union. This stand continued all through the war, and it was through the columns of this magazine that many of the most stirring patriotic pieces such as "Barbara Frietchie" and "The battle Hymn of the Republic" were first published

"Between the review proper and the regular monthly magazine , the Atlantic occupies a place by itself and stands more distinctly for culture than any other American monthly. Its lighter features are characterized by taste, and its more serious features by both taste and scholarship," (DIAL, October, 1892.)

The first business change in the Atlantic was made in 1859. At that time the firm of Philips and Sampson was dissolved,

and the magazine passed into the hands of Ticknor and Fields. In 1864 Lowell was succeeded as editor by Mr. Field. There was no change in the general policy of the magazine, however, and Lowell remained a contributor. Mr. Field was followed by William Dean Howells, 1871 to 1880; T. B. Aldrich, 1880 to 1890; Horace E. Scudder, 1890 to 1897; Walter H. Page, 1897 to 1899; and 1899 to the present time, Bliss Perry.

SCRIBNERS' MAGAZINE.

Scribners' Magazine had its origin in a publishing house. This firm, Charles Scribner's Sons, which still publishes the magazine, was established in 1846, by Charles Scribner, Sr. In 1857 Charles Welford was taken in as a partner, and a part of the business was devoted to importing books.

In 1865 this house began to publish a periodical called, "Hours at Home". This was a small and modest affair, but it marked the beginning of periodical publication by Scribners. In 1870 Scribners' Monthly was begun. The editors were John G. Holland and Roswell C. Smith. The magazine was devoted to literature largely, and did much to advance it in America. In illustration, too, it made rapid advances. Wood engraving was the means of illustration at that time, and this magazine did much to advance the art.

In 1881 the magazine was sold to a new firm, and the name Scribners, was withdrawn from it. It was taken in charge by the Century Company and was called the "Century Magazine." Scribners agreed to refrain from publishing any magazine which would be a competitor to the Century for a period of five years. In 1887 a new magazine was started under the name of "Scribners' Magazine".

HARPER'S MAGAZINE.

Harper Brothers was established in 1817 for the purpose of printing books, etc., by three and afterwards four Harper brothers. By 1826 this company employed fifty people and was the largest in the city. Business increased, and they began to publish books on their own account.

Harper's Magazine was established in January, 1854.

The relation between the magazine and the book publishing business was close and determined the character of the latter. The house had published books on travel, history, biography, etc. , and these were especially suited to a popular illustrated magazine. By the end of 1850 after six months publication, the magazine had a circulation of 5000 copies.

From this it is seen that this magazine came in the natural evolution of the publishing business. Fletcher Harper once said, " If we were asked why we started a magazine, we should have to say frankly that it was as a tender to our business, though it has now grown into something quite beyond that."

Harper's has always been a popular magazine on account of its illustrations. Besides this, another attractive feature at the beginning was the publication of serial stories by Dickens, Thackery, Bulwer, etc, all foreign contributors. In fact at that time as will be shown later , it was necessary for magazines to get most of their literary productions from abroad. This magazine may be said to have had in view the development of the literary rather than the artistic side .

McCLURE'S MAGAZINE.

This magazine is an example of a modern popular magazine, and differs somewhat from any of the others in method of founding. It was not founded as a business investment, nor can it be said to have been founded by a group of literary men. It was first issued in 1893 by three men, Samuel S. McClure, J.S. Philips, and Albert Brady. These men had been chums in college and came together to start this magazine at the suggestion of Mr. McClure. They were all deficient in publishing experience, but made up in spirit what they lacked in experience. Mr. McClure furnished the ideas, Brady was the business manager, and Philips was the literary editor. They set out to place a magazine upon the market which would meet the popular demand. Among the first articles of importance published was a series of sketches of Napoleon included in which were a number of photographs of this French general and other French leaders of his time. The idea of up-to-date articles has always been a feature of this magazine, and it makes a specialty of presenting to its readers the popular side of the political, social, and economic questions of the day. For this purpose it maintains a staff of trained writers who make a study of such questions, among whom are Ray Stannard Baker, Ida M. Tarbell, and Lincoln Steffens.

CLASSIFICATION.

In order to trace the development of the monthly magazine, an arbitrary classification was made. The classification of the five magazines is as follows:

The North American Review. This is a type of a general

review. It is the nearest approach to the English reviews. Another magazine of this type is "The Forum".

The Atlantic Monthly. This is a type of a purely literary magazine. It stands for the highest in literature and culture in America and may be said to be in a class by itself.

Harper's and Scribners' Magazines. These two magazines are similar. Both were outgrowths of publishing houses and are a combination of the popular and literary magazine.

McClure's Magazine. This is a type of the later popular magazine. It makes a specialty of popular articles and illustration.

These sketches of the founding and development of the different magazines show some common and some dissimilar points. Two of them, The Atlantic Monthly and The North American Review, are examples of how the older English type of magazine was founded. They do not represent the modern American method of starting a business. They did not come to fill an economic want. They were founded by men who had in view the furtherance of American and English literary ideas. They were established and for a long time supported by contributions and financial aid of literary men.

The Atlantic Monthly has retained, with little variation, these characteristics and principles of its founders. On the other hand, the North American Review has changed somewhat. It is the Review of this country, and while it can not be ranked with the reviews of Europe, it is the arena wherein the problems that pertain to America are handled by men familiar with the different social, economic, political, and religious problems of the day.

Harper's Magazine may be said to be a purely economic

development. The publishing house of Harpers had expanded , and a monthly periodical was a direct out growth. It was seen that a magazine would serve as an advertising medium for Harpers' publications, and would in turn, be advertised by the standing and reputation of the house. Moreover, it would serve as a means of conveying literature to the people in periodical form, a form for which the advance in education and general culture of the people had created a demand. The same is true of Scribners' Magazine, and in both of these magazines, their origin has influenced their general trend. Both have made a specialty of serial stories, long articles of historical and biographical nature, and illustration.

GENERAL SURVEY OF AMERICAN MAGAZINES.

The publishing of a monthly magazine is a strictly business proposition. The same elements which attain success or failure in other business enterprises such as manufacture, transportation, etc., attain success or failure in the publication of a monthly magazine. There are two main divisions of the work, viz. , the editorial side and the business management. Of these , the editorial side is the more important and directs the general policy of the publication. The editor in order to be successful, must study the economic conditions which confront him, and be able to place upon the market that for which there is a demand. Likewise, he must work toward creating a demand for his goods, but it is to the conditions that already exist that he must in a large measure cater .

An example of what it means to fill a demand in the line of a magazine is seen in the recent articles in McClure's and Everybody's. Within the past few years, the attention of the reading

public has been centered upon political corruption and the tendency towards entire control of industrial affairs by the money power. Writers for these two magazines, Tarbell, Steffens, Lawson, and others have taken the popular side of the questions, and have attacked corruption and money power and have exposed their infringements upon the rights of the people. These articles have been immensely popular, and have greatly increased the circulation of these two magazines. Not all the magazines, however, would take up such articles, since these writers are considered very radical. McClure's Magazine keeps a staff of trained writers who investigate public conditions. This has always been the policy of McClure's (System, 9:123), and is a characteristic of a popular magazine. These articles are usually begun as an experiment, which if successful are carried further. Samuel McClure says, (System, 9:123): "We have never planned a great feature for McClure's Magazine that has turned out well. Everything of vast importance to us has always begun by an idea of one, two, three, or four articles, never by a long series of articles. We have never been successful when we have arranged for a long series of articles."

Again, the publishing business is to a certain extent built upon future conditions. A publishing house cannot lay in a supply of goods and then sell it within a few months. The record of the past can be depended upon to some extent, but the element of future uncertainty is much greater than in any ordinary business.

A comparison of a current issue of a monthly magazine with one of the early numbers of the same periodical shows a great development made in this line of work. The general make-up of the magazine has changed so wonderfully that there is scarcely any resemblance between them. This change is largely due to the advance-

ment made in the machinery of publication. Among the changes the most important are :

(1) A much better quality of paper used.

(2) Engraving from the old fashioned woodcuts to fine halftone engravings.

(3) An advertising section, as extensive and almost as interesting as the reading matter.

(4) A change from an expression of European life to that of distinctly American life.

The oldest American magazine is the North American Review. While it differs somewhat from the other magazines in being a review, it may be studied as an example of the development of magazines in general. It was first published in 1815, as a quarterly publication. The first numbers are mostly composed of reviews and criticisms of historical documents and writings pertaining to the early history of America. These are largely by foreign authors, and the predominance of English writers and English affairs is very evident in the first volume. At that time the dependence of this country upon England was much greater than it is at present, as we had not then developed a separate nationality, especially in literature, history, or public policy.

By 1835 the Review had begun to draw more of its material from American life. Bancroft's History of the United States, Rae's Political Economy, and American novels, all by American authors and dealing with American life are reviewed in the volume of this date.

Harper's Magazine, established in 1850, is similar to the North American Review in the preponderance of English life in its early volumes. The most striking feature in looking over

Harper's of 1850 is the predominance of European and especially of English subject matter over that of American. The stories are by English authors, the sketches are from English life, and scarcely any American personality or subject matter appears in the magazine. One might think he was reading an English publication so thoroughly is its pages filled with English life.

A magazine of that time had to cover a multitude of subjects. At the present time we have economic journals, engineering journals, etc., but at that time there was no such differentiation. " Fifty years ago a popular magazine intended for general circulation must have been educational in a sense that it need not be today. For a long time it must have treated themes now wholly relegated to special periodicals. One thing it never could have excluded , and that is the best current literature. " (North American Review, 179: 349.)

The length of an ordinary magazine article is a matter of custom. No American magazine will accept an article which contains over 15000 words.(Atlantic Monthly, 86:425.) It is claimed that the commercial standing of the magazine is endangered by publishing long articles. In this respect the author has not the freedom which contributors to foreign magazines have. "It is beyond a doubt that on the continent there is a great freedom in the choice of subject and great latitude in the manner of treating it, that in England almost any subject may be discussed provided that the manner is conventional; and that in America the choice of subject and the method of treatment is more restricted than in any other country. It seems, however, to be beyond question that even our best magazines do not allow sufficient liberty in these matters, and in this respect they are hindering the development of American liter-

ature and American life , greatly as they are helping them in other ways." (Atlantic Monthly, 86:425.)

This criticism seems to be rather unjust. It is true that the articles in American magazines are never more than ten or twelve pages long. This fact, however, is one of strength rather than weakness. An article of greater length than this would hardly be in place in a magazine, as it would enter into the subject in such a way as to require a deep study of it. What the magazine reader wants is to get the main points of the discussion clearly and concisely. Any discussion of great length should be confined to other sources than the monthly magazines.

The predominance of magazine material derived from English sources brings up the question of why was this so. Was it due to a lack of American material, or was it due to a demand for English and European material? In answer to this it may be said that both of these things were in a measure responsible for this state of affairs. American literature was not then developed, and civic and social problems pertaining to America alone were not as important as they are now. Then too, the American reading public was not as extensive as it is at present , and was interested as much in European affairs as in their own. We had not yet learned to think and act independently, and were inclined to draw our opinions from European life and problems. Hence, we may say that the demand for American material came with the development of the country, and with a development of the material.

The publishers realized that progress in their line meant Americanization of their periodicals. This is shown by the following quotation from Scribners' Monthly, 11:123: " As in the realm of fiction, so in the department of philosophical and speculative

discussion, we propose to make this magazine specifically American, so that the questions of the time whether treating of ourselves or of others shall be treated from an American standpoint." It was not long until this idea was hown in the magazine. The change was gradual, to be sure, but none the less marked, especially between 1850 and 1860. The national question of slavery was discussed in all the magazines, and all of them took the side of the North. This was the greatest national question which had ever come up before the American people, and its solution did much to create a national spirit in all lines, and especially in the line of liteary production. From this time on, the magazines passed from a dependence upon European material to dependence upon American material.

During the actual war period, 1861-65, the magazine business was not in a flourishing condition. All interests were absorbed in the great conflict, and little progress was made in magazine work until the return of peace. A comparison of the issues of a magazine during this period with the issues of the same magazine during the Spanish-American War of 1898 is interesting. It was almost two years after the Civil War started before the magazines contained articles concerning the campaigns. On the other hand, immediately after the Spanish War began, the magazines contained accounts of the military operations, outlines of campaigns, photographs of generals, and other articles pertaining to the conduct of the war. The reason for this difference may be found in two things. First, the narrower scope of the magazines during the Civil War and second, the improved means of communication at the time of the Spanish War. At the time of the former war, the magazines did not possess a large number of correspondents. They had to depend upon sources of information other than their own corres-

pondents . In recent years the magazines employ a large number of trained writers, who upon the breaking out of war, go at once to the front. Thus, the magazines get first-hand accounts of military operations, and give to their readers early and accurate information of what is going on at the front. The improvements in methods of communication makes it possible to send news to the publishing house without delay.

After recovering from the effects of the war the publishing houses soon returned to their normal business condition.. Within a few years the magazines had assumed much the same characteristics that they have at present. New processes in illustration, paper making, printing, and the increase in mail facilities contributed to a rapid increase in their circulation.

A comparison of two magazines from their establishment up to the present time shows something of their contents. The magazines taken are Harper's and the Atlantic Monthly. The North American Review and McClure's were not taken , the former because it has always confined itself to reviews ,and the latter because it is of recent origin and has had little opportunity for change. An arbitrary division of contents was made , and the following tables show the magazines' contents.

Atlantic Monthly.

Year	Stories.	Poems	Essays	Miscellaneous	Total
1857	47	6	63	3	119
1867	58	7	51	2	118
	29	9	74	14	126
1887	54	2	81	6	143
1897	40	1	94	5	141
1905	33	1	73	8	115

Harper's Magazine.

1850	45	4	62	30	141
1860	67	3	43	32	145
1870	27	4	107	34	172
	48	2	88	20	158
1890	53	2	113	15	183
1900	82	2	63	5	152
1905	85	1	54	15	155

These tables indicate that there has been but little change in these two magazines in regard to the relative amount of space devoted to each division. Different issues vary, but on the whole, the magazine followed the general course with which it started.

An attempt was made to secure data in regard to the circulation of the magazines studied. This was found to be impossible as only one magazine gave the information asked for. This was McClure's, which gave a table showing the circulation from the first year when it was 35,010 copies (1895) until 1905 when it was 460,000 copies. In reference to this point, one magazine said, "We make no statement in regard to the circulation of the * ** Magazine." Another stated, "Absolutely the magazine has a larger



circulation than ever before."

MAGAZINE ILLUSTRATION.

The early magazines previous to the Civil War employed three methods of illustration, Lithographing, Engraving on Copper, and Engraving on Wood. In lithographing a drawing is made with a kind of oily ink or pencil upon a certain specie of stone. To print from this drawing the stone is rubbed over with a moistened sponge. The water will adhere to the stone but not to the drawing. Then an ink roller is passed over the whole. The ink adheres to the lines of the drawing but not to the wet stone. Then a sheet of paper is laid over the stone and a heavy roller is passed over it. This prints off the drawing. This whole process has to be repeated for each print so that the work is slow, 300 copies being a fair day's work. In copper plate engraving the lines and dots are cut into the copper plate. The plate is then covered with ink filling these lines and dots. The ink is then wiped off leaving the lines full of ink, and a sheet of paper is placed on the plate and pressed with a heavy roller. The ink in the lines and dots make the impression on the paper. The speed is about the same as in lithographing as the copper plate has to be inked each time. Steel plates are used in the same way. In wood engraving the artist makes a drawing upon a block of hard wood. The engraver then cuts away all the upper edge except the artist's lines which are left standing out in bold relief. This block is then placed in the form and inked as type, and the impressions printed off.

As these processes were very cumbersome and the effects produced were rather inartistic, the illustrations in the early magazines were of little importance. The first six numbers of

Harper's Magazine contain an average of eight pictures each , one fourth of which are portraits and nearly all of which had literary associations. These first numbers also contain fashion plates which are now found in special magazines. It may be said , however, in regard to Harper's that its dominant note was literary rather than artistic, and its readers were satisfied with literature without pictures.

After the Civil War rapid advances were made in the art of magazine illustration. No expense was spared by the publishers to make their publications attractive in this line. The following from "The Forum", 31:372, shows this: "To explain the exceptional development of the illustrative art in America , English writers call attention to the enormous sums paid to artists by American publishing houses. For the illustration of a single number of one of our standard magazines the publishers may expend as much as \$2500, but this is chiefly significant as showing that the American people demand illustrations of high order of merit and are willing to pay for them. "

The new processes in engraving, the half tone and the zinc etching, gave a great impetus to magazine illustration. The method in the former is to photograph on a sensitive copper the illustration to be reproduced. This reproduces photographs and drawings precisely. "The introduction of the camera into engraving brought with it new and important changes. The artist could now draw free hand leaving it to the camera to transfer his creation to a block, a task which it faithfully and judiciously performed. It was ,however, the invention of the process plate which brought about the complete emancipation of the artist from the bondage of the engraver. Not only did the process afford the artist abso-

lute freedom in the use of his pencil, but he was not bound down to the limitation of lines. He could now employ all the subtle genius of charcoal, crayon, and brush , for the new process interpreted the values of the originals with at least a moderate degree of success. Of the two modifications of "process", zinc etchings and half tones, the zinc etching is able to interpret line drawings only, but it does this with absolute fidelity. The half tone plate is employed to engrave crayon and wash drawings, but its success is largely dependent upon the work it attempts to interpret."

(The Forum, 31:375)

These new processes also made illustration much cheaper. Under the old plan the artist had to make the sketch and the engraver had to reproduce it. By the new process this reproduction was a mechanical process. Quoting again from the "Forum", 31:376: "It is the cheapness of the process methods in comparison with the older forms of engraving , the greater possibilities of enlarging and correctly interpreting the artist's work and further his delivery out of the hands of the engraver which have brought about the renaissance of the art of illustration throughout the world, but especially in the United States."

McClure's Magazine has always made a strong feature of illustration. While publishing a series of sketches of Napoleon, a large number of pictures of this French general and other notables of his court were included. These illustrations and others of similar nature have made McClure's Magazine very popular.

The conclusions drawn from a study of magazine illustration is that it is a necessary part of a popular monthly magazine. The two magazines which have not made much of this feature have been able to do so, only because of the excellent standard of

literary and critical material which they contain. Even then, they may be said to be the magazines of the more educated class. Those magazines which are most widely read are the ones whose illustrations are important features. Again, it may be said that the development of the art of illustration is largely due to the monthly magazines. It was the demands of these publications that led to the invention of new processes in the art and brought out those particulars in which the illustrations of American magazines are unsurpassed by any in the world.

MAGAZINE STORIES.

One of the most important parts of magazine material is the story. It may be divided into two classes, the serial story or novel of which only installments are printed at one time, and the short story complete in one issue. The serial stories in the early magazines were usually by English authors'. The works of Dickens and Thackeray were published in Harper's Magazine, and it was through this medium that many of the English novels first reached American readers. In the matter of stories the publishers realized their dependence upon English material, and attempted to throw off this burden. The following quotation from Scribner's Monthly indicates this: "We wish to call attention to the fact that we are endeavoring to make an American magazine. It seems that American readers must be tired by this time of the ordinary English society novel procurable in any quantity at a cheap rate. *** There is nothing more interesting to an American than a good story either of his own time or of a time which has hardly retired from his personal memory."

While the serial story has played an important part in

in the development of the magazine , it is the short story which is of greatest importance. The monthly magazine has made popular the American short story, and in turn, some magazines have been made famous by these short stories.

As a rule the short story resembles the magazine in which it is found. Those in the Atlantic Monthly are of a much higher literary standard than any of the others. Harper's and Scribners' Magazines have maintained a standard only slightly lower than that of the Atlantic. That there is a demand for short stories of rather poor quality is seen in recent years in the rise of such magazines as "The All Story Magazine", "The Red Book" , and others of similar nature.

While there is a demand for this kind of literature, there is also a demand for good short stories possessing literary merit. The general spread of education and culture throughout the United States has brought with it a demand for good literature in the monthly magazine. This demand is hard to fill and is an important problem in the work of the magazine editor, as shown by the following quotation from Harper's Magazine , 106:491: " Still the editor's greatest difficulty is to secure short stories that shall have romantic interest and at the same time give such intellectual satisfaction as shall meet the demands of the cultivated readers. Next to this is the difficulty of getting a fair proportion of stories that are on the whole bright and happy in their texture , whatever inevitable shade of sadness may enter to reflect the truth of life."

The matter of a wide range of readers is another point which must be considered in the selection of magazine material and especially in short stories. If the magazine went to one class of

readers only, the literature might differ from what it does now under the present plan by which it goes to all the members of a family. "It is not true as has been said lately by a Canadian critic that first class American magazines must surrender strength in their short stories because they are restricted by conditions peculiar to them as family magazines. The restrictions exist having the force of obligations in the necessity of excluding a certain kind of unusually virile fiction, but this exclusion cannot be said to involve any considerable sacrifice." (Harper'S Magazine, 106:491.)

A study of magazine stories shows that this is one of the most important features of a monthly magazine. Especially is this true since the rise of the special or technical magazine. It does not apply, however, to the type represented by the North American Review which is essentially a review magazine. The special magazine such as the "Popular Science Monthly", "Engineering Record", "Quarterly Journal of Economic", etc., have taken from the regular monthly magazines those topics of discussion pertaining to these particular lines. This has narrowed the field of the regular magazines until articles of popular nature such as biographies, travel, and stories are the chief features.

Another point shown in the study is that these magazines have been very influential in the dissemination of good literature in stories. A magazine presents more variety than a book, and hence is more generally popular. It is new every month, and brings to the reader stories which would not reach him in other ways. This fact is brought out in the following quotation:

" In order to furnish a satisfactory monthly entertainment to the

cultivated families of America, the conditions must be exacting, and they must be in the line of more and more attractive literature, fortunately restricted by the limitations of a refined taste. This stimulating demand has done more than anything else in the last two generations to rapidly and generously enrich the literature of the country."(Harper's Magazine, 106:491)

MAGAZINE ADVERTISING.

The subject of magazine advertising would offer a field for investigation broader than the entire scope of this paper. As taken up here, it is rather limited, because the source of information was confined to the bound volumes of the magazines from which the advertising section had been cut. The publishers have no record of the growth and development of this department except in a very general way. In the early numbers of the magazines, advertising was an unimportant feature. Harpers would accept no outside advertising, but used the pages of their magazine to advertise their own publications. The first advertising in the Atlantic Monthly appeared in the early sixties, and was principally of books and other publications.

From the time of the Civil War , advertising in magazines was gradually developed. As in otherline, it has made its most rapid strides in recent years. According to a statement made by the publishers of the Atlantic Monthly, this magazine gained 12 % in cash advertising in the year 1901, and 10 % in 1904.

The great extent and variety of articles advertised has made necessary the classification of articles advertised. For instance, books are advertised in one section, automobiles, typewriters, sporting goods, and other articles in separate sections.

The development of new processes in illustration has been of great importance in magazine advertising. Companies doing extensive advertising use the best grade of half tone plates which printed on good book paper make attractive advertising pages. Under the old plan of wood engraving this would have been too expensive, and the effect would have been poor.

The extent into which advertising enters the business management of a monthly magazine may be shown by a study of the rates charged and the amount of space devoted to this line. The rates per page for space in the leading magazines is as follows:

Atlantic Monthly	-----	\$100.00
Scribners' Magazine	-----	250.00
McClure's Magazine	-----	460.00
Century Magazine	-----	250.00

These are the regular rates for an inside page for one issue. Choice positions are extra, but discounts are given for a number of issues. The income from this source can be readily seen. McClure's Magazine for February, 1906 has 125 pages of advertising matter which yields about \$67500.00. Scribners' Magazine for February, 1906 has 100 pages which yields \$25,000.00. The Atlantic Monthly for March, 1906 has 70 pages which yields \$7,000.00. Comparing the amount received for advertising by McClure's, with the amount received from subscriptions, we see that the former is much greater.

From this study of magazine advertising, it is concluded that this department has kept pace in development with the growth of the magazine. The development of the art of illustration has greatly influenced magazine advertising by reducing the cost and also by making possible more artistic affets. Finally, it is

shown that the magazine is very largely dependent upon advertising to maintain itself at the subscription price charged.

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